

Annual Summary: 1989 Titles, Prices, Bestsellers, Awards
Better 'Read' Than Dead?: The Bestsellers That Weren't

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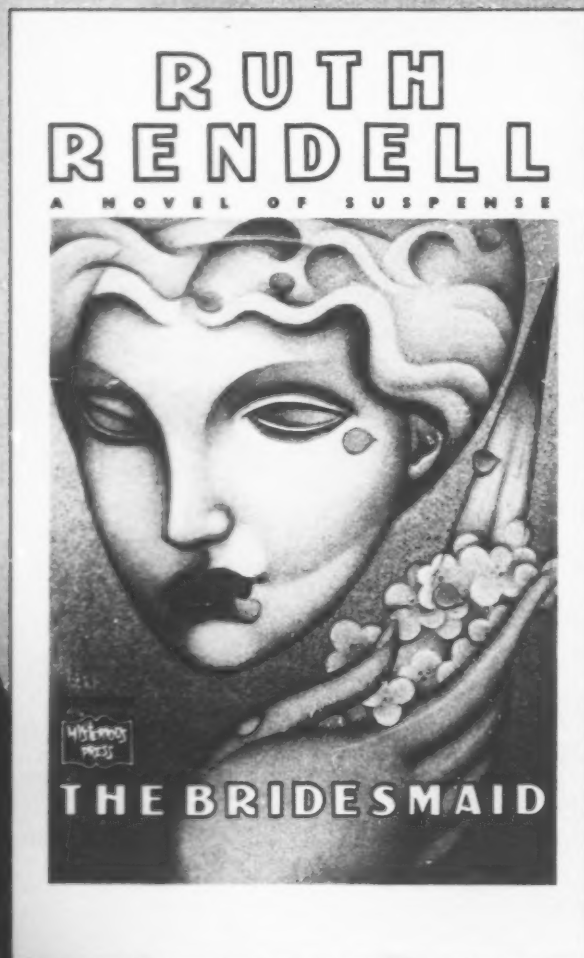
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FEATURES

1989: YEAR IN SUMMARY

Hardcover Bestsellers 17

More books with reported sales of over 100,000;
celebrity names and veteran writers dominate the top spots

By Daisy Maryles

Paperback Top Sellers 24

By Penny Kaganoff

Title Output and Prices 32

Preliminary figures show production down slightly
and prices stable

By Chandler B. Grannis

Literary Prizes and Awards 36

A selected list of the year's top awards

Compiled by Miriam Phelps

Better "Read" Than Dead 38

Publishers and booksellers talk about 1989's
"bestsellers" that were not

By Gayle Feldman

Top Selling Children's Books 44

Higher unit sales for many more titles

By Daisy Maryles

DEPARTMENTS

NEWS OF THE WEEK 10

Schiffrin to Leave
Pantheon Books

High Court Refuses Holt
Appeal on Hubbard Bio

Authors Guild Launches
Royalty Statement Audit

Getty Puts Grove
Weidenfeld on Block

18,000-Member Mailers Council
Protests 20% Postal Increase

Marly Rusoff and Ann Godoff
Move to Doubleday

COLUMNS

Highlights 5

Media 6

Calendar 6

Editorial 8

Rights 45

Rodale in Soviet Joint Venture

UPS Rate Rise Cuts into
Book Industry Margins

Early Report Shows Book
Sales Rose 10.9% in 1989

PW INTERVIEWS 66

Shirley Hazzard

FORECASTS 50

Fiction 50

Nonfiction 55

Paperbacks 60

Religious Books 47

Weekly Exchange 64

Paperback Bestsellers 70

Hardcover Bestsellers 72

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Rodale in Soviet Joint Venture

Rodale Press has entered into a long-term joint venture with the Soviet Union, primarily to publish magazines and books. Its partners are Vneshtorgizdat, the publishing house of the Soviet Ministry of Foreign Trade, and the 50th Anniversary of the October Revolution State Farm, an operation of about 2500 acres located 40 miles east of Moscow.

The joint venture, known as PTS (for Periodicals, Trading and Service) will explore a variety of publishing opportunities. Its first is the *New Farmer*, a bimonthly magazine to bow in the fall with a distribution of 200,000 copies, for which Rodale will handle the sale of advertising to U.S. firms.

The first PTS business venture, aimed at generating hard currency needed to buy paper and to print the magazine and possible Russian-language editions of Rodale books, will be a meat-processing plant at the state farm. Rodale will provide about \$250,000 to purchase the needed machinery.

UPS Rate Rise Cuts into Book Industry Margins

The United Parcel Service has raised rates for its domestic ground package service—the UPS service most frequently used by the book industry—an average of 4.4%. The increase is particularly important to companies that ship directly to customers, such as book clubs and bookstores with mail-order operations. The rate last rose in early 1989.

Ian Volner, a lawyer at Cohn & Marks, Washington, D.C., who acts as counsel on postal matters for the Association of American Publishers, summed up the rate rise's impact on the industry when he commented: "The [book] customer doesn't look at the difference between the price of a book as such and shipping and handling. He looks at the total cost of the book to him. Postage can cost as much as 10% or more of the total price of a product. At those levels, shipping costs become a problem. No one wants to pay \$1.35 on a book that costs \$10."

Several mail retailers and book retailers with mail-order operations with whom PW spoke focused mainly on the practical effects of the UPS rate raise. While saying, "of course, we never like the rates to go up," Rupert LeCraw, owner of Ox-

ford Books, Atlanta, which has a large mail-order operation, commented: "We check to see how much mailings are actually costing us and adjust our mailing rate maybe once a year if it appears necessary." Oxford has a flat mailing rate of \$2.50 for the first book ordered and 75¢ thereafter. For heavy books—weighing five pounds and more—Oxford charges an extra amount for shipping.

Capability's Books, Deer Park, Wis., a mail-order book supplier specializing in gardening titles, is "luckier than some" because its shipping charges on out-going books are "always based on the weight of the books," co-owner Paulette Rickard said. Capability's catalogue listings include the weight of the book, and current catalogue mail rates cover Postal Service costs. A \$1.50 surcharge is added on customers who request UPS service.

Capability's is feeling the pinch of the UPS rate rise on incoming orders, however. Because the company is located in the center of the country and most publishers are on the two coasts, books shipped to Capability's via UPS use many zones, which increase the costs of books sent by pub-

Early Report Shows Book Sales Rose 10.9% in 1989

A preliminary report shows that book sales in 1989 rose 10.9% to \$14,665.2 billion from \$13,229.1 billion in 1988, according to estimates by the Association of American Publishers.

Data on industry sales are normally not available until early summer and are included in the AAP Industry Statistics Report. To make the report more timely, the association asked the Statistical Service Center to prepare a preliminary study. The following is based on the December Monthly Sales Report along with other information gathered during the year.

Trade publishing sales as a whole increased 19.3%, with greatest gains made by juvenile paperbacks (22.6%) and adult hardbacks (21.8%)

AAP Preliminary Estimated Industry Sales 1988-1989

	Millions of Dollars		%chg from 88
	1988	1989	
	\$	\$	
Trade (Total)	3036.4	3623.5	19.3
Adult Hardbound	1433.0	1745.4	1.8
Adult Paperbound	852.2	976.6	14.6
Juvenile Hardbound	558.4	665.1	19.1
Juvenile Paperbound	192.8	236.4	22.6
Religious (Total)	675.9	737.1	9.1
Bibles, Testaments,			
Hymnals & Prayerbooks	185.9	201.0	8.1
Other Religious	490.0	536.1	9.4
Professional (Total)	2411.9	2592.8	7.5
Business	446.0	*NA	*NA
Law	833.0	NA	NA
Medical, Technical,			
Scientific, & Other			
Professional	687.0	NA	NA
Book Clubs	690.2	704.0	2.0
Mail Order Publications	697.7	796.8	14.2
Mass Market Paperback			
Rack-Sized	1006.9	1094.5	8.7
University Presses	198.1	227.0	14.6
Elementary & Secondary Text	1783.8	1983.6	11.2
College Text	1716.8	1842.1	7.3
Standardized Tests	111.4	119.4	7.2
Subscription Reference	473.9	509.4	7.5
AV & Other Media (Total)	207.9	*NA	*NA
Elhi	166.7	NA	NA
College	15.0	NA	NA
Other	26.2	NA	NA
Other Sales	218.2	NA	NA
Total	13229.1	14665.2	10.9

*Not available at this time. Will be included in 1989 Industries statistics

lishers that don't pay for freight. More important, because the company tries to have a comprehensive selection of gardening books for its customers, it receives many "marginally profit-

able" books in small numbers—and there are few alternatives for shipping these titles other than UPS and the Postal Service, Rickard points out.

—JOHN MUTTER □

1989

THE YEAR IN SUMMARY

1989's Hardcover Bestsellers

More books with reported sales of over 100,000; celebrity names and veteran writers dominate the top spots

The end of 1989 saw a plethora of articles in the media on the serious problems publishers were facing due to over-zealous printings of big books that did not meet expectations in the marketplace. These books were soon to be returned to publishers in massive numbers, the stories stated, thus eradicating much of the profit. Often what fueled these high expectations were the huge advances paid to veteran and name authors. *PW*'s call to publishers for their list of hardcover bestsellers confirmed that 1989 was a watershed year in terms of the number of books shipped and billed.

Just two years ago, in 1987, the big news was that 52 novels passed the 100,000+ sales mark. Nice, but not even close to 1989's final tally—63 fiction books with sales over 100,000. And thanks to the mega-selling authors—Clancy, King and Steel—four novels went over the one-million mark. There were more 1989 novels with sales over the 200,000-copy mark—27 books achieved that standard, compared with the previous record of 25, set in 1988. The 150,000-copy record set that same year, 39 novels, was also superseded in 1989 when 41 novels went over that line.

The nonfiction numbers are equally impressive. While no title sold more than one million copies during 1989, two books that began their bestselling run in 1988—*A Brief History of Time* and *All I Really Need to Know I Learned in Kindergarten*—went over the million point in the course of the year. And 1988's record-breaking number of 76 books going over the 100,000-mark was eased out by two, with 78 books selling over 100,000 in 1989. In 1988, 12 of the top

BY DAISY MARYLES

15 nonfiction bestsellers sold over 300,000. A year later, seven books with sales of 300,000+ didn't even place among the top 15. The gains in the 200,000+ sales figure for nonfiction was also notable—33 titles in 1989, compared with 25 for 1988.

Sales figures for new hardcover children's titles were ahead too. In 1988, one book sold over 200,000 and nine titles enjoyed sales of 100,000+; in 1989, six books sold over 200,000 and 15 racked up sales of more than 100,000 (see page 44).

Brand Names Proliferate

There are few surprises among the books that make up the top 15 in fiction and nonfiction. The only new names in the fiction category among the top sellers are Salman Rushdie and Jimmy Stewart. Rushdie's position was secured by the unprecedented international attention generated by death threats from the Ayatollah Khomeini and his followers against the author, his publishers and the retailers selling the book. Stewart's poetry collection proves that a brand name can even boost sales of poetry, a category that almost never finds representation among the year's high rollers.

Only two debut novels can be counted among the 63 fiction titles with six-figure sales—Amy Tan's *The Joy Luck Club* and Allan Gurganus's *Oldest Living Confederate Widow Tells All*. You can stretch that number to three if you add singer Jimmy Buffett's collection of semi-autobiographical, semi-fictional miniscences.

This year's collection of nonfiction

bestsellers is the most predictable in years—cookbooks, biographies and autobiographies by well-known politicians and thespians, and bestsellers that began their successful track in the previous year. If you add a dollop of true crime, some Wall Street exposés and books by sports celebrities, you've characterized just about all the titles in the top 30 nonfiction category, and better than 75% of the 78 nonfiction books that reported sales of over 100,000 copies.

'Shipped and Billed' Figures

The books on *PW*'s annual bestseller lists, including all the runners-up, are based on sales figures supplied by publishers for new books published in 1988 and 1989. These figures, according to the publishers, reflect only 1989 U.S. trade sales—that is, sales to bookstores, wholesalers and libraries. Publishers were specifically instructed not to include book club, overseas and direct-mail sales transactions in their figures. Some books appear in the listings without sales figures: these were submitted to *PW* in confidence, for use only in placing the titles in their correct position on a specific list.

"Sales," as used on these lists, refers to books shipped and billed in calendar year 1989. Publishers were asked to take into account returns made through February 1, 1990. In many cases, the 1989 sales figures include books still on bookstore and wholesaler shelves, books on the way back to the publishers' warehouses and/or books already stacking up on returns piles but not yet calculated.

All the top 15 fiction bestsellers were highly visible on weekly charts, as were the 15 runners-up. One non-

fiction title among the top 15 nonfiction and four runners-up have yet to make it onto a weekly *PW* chart, though some have had brief runs on other lists. These include *Better Homes and Gardens New Cook Book*, the latest Weight Watchers title, *The 8-Week Cholesterol Cure Cookbook*, *Chronicle of America* and *Pete Rose*.

The Fiction Bestsellers

Certainly the most written about and talked about book of the year—perhaps of the decade—was Rushdie's *The Satanic Verses*, #6 with sales of 746,949. And although that figure would usually provide a tidy sum for both the author and publisher, in this case it does not begin to compensate for the author's having to live in hiding for over a year and has to be seen also in the context of the whopping security bills incurred by the publisher. The fact that *Satanic's* sales far outdistanced any hardcover figures previously achieved by Rushdie can be seen as a reaction to the publicity, but also as a defiant gesture by consumers against the Iranian extremists.

No drama surrounds any of the other titles comprising the leading 1989 novels. In most cases, the other books are by veteran authors besting or at least equaling their previous sales records, thus putting them in the position of being able to demand even higher advances for future books. Stephen King, at #2 with *The Dark Half*, with his highest-ever annual sale, has already achieved the platinum contractual dream—a reputed \$30–\$40 million deal for his next four books.

Last year Tom Clancy took the lead for the first time on these year-end lists, beating out King, who had taken a brief hiatus. This year not a King or even two Steels could stop him from taking the coveted #1 spot, guaranteed by his sales of more than 1.6 million. That figure was also high enough to make *Clear and Present Danger*, in which all the sophisticated gadgetry and technology is devoted toward winning the war on drugs, the bestselling novel of the '80s.

Danielle Steel also had a stellar year, with two books going over the one-million mark, a remarkable feat and one not yet achieved by King or Clancy. *Daddy*, at #3, went over the 1.3 million mark, and *Star*, at #4, sold over one million. To date, her 25 books have been translated into 19 languages and sell in 42 countries.

James Michener, at age 83, en-

joyed another good year and again captures the #5 spot on the annual list, this year with *Caribbean*, with sales of 757,249. A year earlier, *Alaska* sold a bit more for the same position. Ken Follett celebrated his 40th year by indulging in a passion of his, this time writing about the building of a gothic cathedral. Although the author's bestselling track record was built on thrillers, *The Pillars of the Earth* has done better than his earlier books, with sales over 400,000, enough for the #8 position. In 1986, Follett took the #12 spot for *Lie Down with Lions*, which sold more than 250,000 books.

Perestroika and *glasnost* figured heavily in two of the top 15 novels—*The Russia House* and *Polar Star*—and brought the authors their highest sales figures yet. John le Carré's 12th book took the #7 position in 1989 with sales of 530,280. Back in 1983, he attained the #4 spot with sales of about 400,000 for *The Little Drummer Girl* and, in 1986, *A Perfect Spy* made it to #10 on these annual lists with sales of about 285,000.

Martin Cruz Smith did not disappoint the many fans who waited for the sequel to his 1981 bestseller *Gorky Park*—the #5 book that year with sales of 273,000. *Polar Star* rounded off our list of top 15 with sales of more than 283,000. He also was able to return to Russia, from which he was barred following *Gorky Park's* publication; the occasion for the visit was that book's first official publication in Russia.

International intrigue also figures in Frederick Forsyth's sixth bestseller, his first since *The Fourth Protocol*, #7 on the 1984 end-of-year bestseller chart with sales of more than 309,000 copies. His 1989 run with *The Negotiator* fell a bit below that number, but its sales success assured it the #14 spot in 1989. In the early '70s, Forsyth achieved a top rank on annual bestseller charts four years in a row for three novels.

Mystery and suspense, always a popular category, made an excellent showing in 1989. Three more of the top bestsellers belong to that group. Mary Higgins Clark's seventh novel, *While My Pretty One Sleeps*, sold about 345,000 copies in 1989, enough for the #10 spot. Her last appearance on a year-end list was in 1987, when *Weep No More My Lady* took the 15th slot with sales of 234,000. Dean R. Koontz's popular horror thrillers seem to be gaining. In 1989, *Midnight* made it to #11 with sales of

PW's 1989 Bestsellers FICTION

- 1 *Clear and Present Danger* by Tom Clancy. Putnam (8/17/89); 1,625,544
- 2 *The Dark Half* by Stephen King. Viking (11/6/89); 1,562,657
- 3 *Daddy* by Danielle Steel. Delacorte Press (11/28/89); 1,321,235
- 4 *Star* by Danielle Steel. Delacorte Press (3/13/89); 1,000,119
- 5 *Caribbean* by James A. Michener. Random House (11/9/89); 757,249
- 6 *The Satanic Verses* by Salman Rushdie. Viking (2/22/89); 746,949
- 7 *The Russia House* by John le Carré. Knopf (6/9/89); 530,280
- * 8 *The Pillars of the Earth* by Ken Follett. Morrow (9/7/89)
- 9 *California Gold* by John Jakes. Random House (9/6/89); 396,270
- 10 *While My Pretty One Sleeps* by Mary Higgins Clark. Simon & Schuster (5/89); 345,000
- 11 *Midnight* by Dean R. Koontz. Putnam (1/19/89); 310,000
- 12 *Jimmy Stewart and His Poems* by Jimmy Stewart. Crown (9/22/89); 305,000
- * 13 *The Negotiator* by Frederick Forsyth. Bantam Books (4/89)
- 14 *Straight* by Dick Francis. Putnam (11/13/89); 295,066
- 15 *Polar Star* by Martin Cruz Smith. Random House (7/10/89); 283,889

Note: Rankings are determined by sales figures provided by publishers; the numbers generally reflect reports of copies "shipped and billed" in calendar year 1989 and take into account some early returns through the end of January 1990. Publishers do not yet know what their total returns will be so none of these figures should be regarded as final net sales.

*Sales figures were submitted to *PW* in confidence, for use only in placing the title in its correct position on the list.

310,000 copies; in 1988, *Lightning* just missed placing among the top 15, with sales of 251,000. (His current book, *The Bad Place*, hit the #1 spot on the weekly chart a few weeks after publication.) Dick Francis's 28th horse-racing mystery, *Straight*, out-sold all his previous books. Sales of 295,066 in 1989 makes it the 14th fiction bestseller. Francis hit the 15th

spot in 1988 with sales of about 256,000 for *Hot Money*.

John Jakes makes it onto the list with his newest novel, *California Gold*, set in California at the turn of the century. Sales of 396,270 give it the #9 position for the year, a good run but not as successful as his Civil War trilogy. Two in that series, *Heaven and Hell* and *Love and War*, sold over 500,000 and 400,000 respectively in their first year.

tional Facts and Factual Fictions by Jimmy Buffett (HBJ, 9/89; 229,688)

24. *Red Phoenix* by Larry Bond (Warner, 6/89; 227,080)

25. *A Prayer for Owen Meany* by John Irving (Morrow, 2/89)

26. *Blessings* by Belva Plain (Delacorte, 8/89; 205,977)

27. *The Lost Years* by J. M. Dillard (Pocket, 10/89)

28. *The Temple of My Familiar* by Alice Walker (HBJ, 5/89; 199,613)

29. *Spy Line* by Len Deighton (Knopf,

Kiss by Eric Van Lustbader (Fawcett Columbine); *Journey* by James A. Michener (Random); *Day of the Cheetah* by Dale Brown (Donald I. Fine); *Win, Lose or Die* by John Gardner (Putnam); *The Diamond Throne* by David Eddings (Del Rey); *Silent Partner* by Jonathan Kellerman (Bantam); *Forever Fifty and Other Negotiations* by Judith Viorst (S & S); *Stranger in Savannah* by Eugenia Price (Doubleday); *Rama II* by Arthur C. Clarke and Gentry Lee



Peter Neumann

The Fiction Runners-Up

The sales figures of the second-tier of fiction bestsellers are the kind that would have guaranteed any of these books a spot on a top-15 list at the beginning of the '80s. In fact, two of the authors listed here, Lawrence Sanders and Belva Plain, were among the top 15 in 1980 with sales significantly below those achieved last year. E. L. Doctorow was among the top sellers that year also, with sales just a bit ahead of his latest, *Billy Bathgate*—one of the more acclaimed books of 1989, which, despite a 14-week run on the national weekly charts, could not successfully compete for a spot among the top 30.

16. *Foucault's Pendulum* by Umberto Eco (HBJ, 11/89; 278,161)

17. *Capital Crimes* by Lawrence Sanders (Putnam, 5/89; 275,183)

18. *The Joy Luck Club* by Amy Tan (Putnam, 3/89; 249,628)

19. *Minotaur* by Stephen Coonts (Doubleday, 10/89; 248,538)

20. *Some Can Whistle* by Larry McMurtry (S & S, 10/89; 237,000)

21. *Joshua and the Children: A Parable* by Joseph F. Girzone (Macmillan, 8/89; 230,902)

22. *The Edge* by Dick Francis (Putnam, 2/89; 230,000)

23. *Tales from Margaritaville: Fic-*

12/89; 194,049)

30. *Sorceress of Darshiva* by David Eddings (Del Rey, 11/89; 182,234)

More 100,000+ Fiction Top Sellers

Three of the titles with reported sales of more than 100,000 failed to make even a single appearance on PW's weekly charts, including *The Anastasia Syndrome*, *Rama II* and *The Killing Man*.

There were 11 titles with sales of over 150,000 for 1989. They are: *We Are Still Married* by Garrison Keillor (Putnam); *Mutation* by Robin Cook (Putnam); *Mystery* by Peter Straub (Dutton); *Playmates* by Robert B. Parker (Putnam); *The Naked Heart* by Jacqueline Briskin (Delacorte); *Poodle Springs* by Raymond Chandler and Robert B. Parker (Putnam); *Season in Hell* by Jack Higgins (S & S); *Anastasia Syndrome* by Mary Higgins Clark (S & S); *Rivals* by Janet Dailey (Little, Brown); *Oldest Living Confederate Widow Tells All* by Allan Gurganus (Knopf); and *Renegades of Pern* by Anne McCaffrey (Del Rey).

Twelve novels reported sales of more than 120,000. They are: *Talking God* by Tony Hillerman (Harper & Row); *A Knight in Shining Armor* by Jude Deveraux (Pocket); *French*

(Bantam); *Billy Bathgate* by E. L. Doctorow (Random); and *Spy Hook* by Len Deighton (Knopf)

There were also 10 novels with reported sales of 100,000 or more, including: *Majestic* by Whitley Strieber (Putnam); *The Old Silent* by Martha Grimes (Little, Brown); *The Fortune* by Michael Korda (Summit); *The Killing Man* by Mickey Spillane (Dutton); *Cat's Eye* by Margaret Atwood (Doubleday); *The Cardinal of the Kremlin* by Tom Clancy (Putnam); *Nemesis* by Isaac Asimov (Doubleday); *Counter-Attack* by W.E.B. Griffin (Putnam); *Garden of Lies* by Eileen Goudge (Viking); and *Black Sand* by William J. Caunitz (Crown).

Nonfiction Leaders

Robert Fulghum, a retired Unitarian minister, certainly captured the attention of Middle America—and both coasts—with his brief inspirational essays. Two of his books landed on the nonfiction top 15 list, one at the lead spot and the other just a few notches below, at #4. *All I Really Need to Know I Learned in Kindergarten* enjoyed sales of over 900,000 copies in 1989, and this, combined with the more than 330,000 sold in 1988 (when it hit the year-end list at #11), puts total sales over 1.2 million.



Not only did Fulghum enjoy the rare publishing happenstance of having two of his books on the national weekly hardcover bestseller charts, but he is the first to have the same hardcover and paperback reprint on top of these charts simultaneously.

One of 1988's sleepers, *A Brief History of Time*, continued its long tenure on the weekly bestseller charts in 1989 (it appeared on the lists every week except two), selling 410,000 more copies, enough for the #13 position and enough to be included on the list of '80s bestsellers that surpassed the one-million sales mark.

As noted earlier, the nonfiction leaders were dominated by books by or about public figures. Two First Ladies were the subject of much-talked-about and popular bestsellers. The public's intense fascination with Jacqueline Kennedy Onassis was fueled by C. David Heymann's intimate biography. Sales of about 670,000 copies gave it the #3 position and gave Lyle Stuart's new owners a bestseller their first time out in the market. Nancy Reagan's memoirs, which included her revelations about a variety of subjects (astrology, Iran-*contra*) and people (Raisa Gorbachev, Donald Regan) sold 410,000 copies, giving it the #10 position for the year.

Comedians were well represented, though not always in the most light-hearted manner. In the case of Gilda Radner, her courageous chronicle of her battle with cancer was published shortly after her death. *It's Always Something* sold 540,000 copies, making it #7 on the nonfiction list. A tape of the book (recorded by the actress shortly before her death) won a Grammy in the spoken-audio category—the first time a publisher and

a book received that prize. George Burns has made a return appearance on these year-end lists; in 1988, he reached the #5 spot with sales of more than 580,000 for *Gracie: A Love Story*. In 1989, his reminiscences about show-biz, *All My Best Friends*, sold 425,578 copies, enough for the #11 position. Roseanne Barr's sitcom was a hit in television land, which certainly boosted her appeal to book consumers. Sales for her eponymous revelations about her life (the cover story of two consecutive *People* issues) sold about 507,000 copies and gave the comedienne our #8 spot. Bill Cosby's appeal appears to be waning. While sales of more than 410,000 copies of *Love and Marriage* secured the #12 slot this year, the publisher's first printing was at least 750,000 copies. It was also quite a drop in sales compared with his previous bestsellers, both of which handily achieved the #1 position in their respective publication years. In 1986, *Fatherhood* took the spot with sales of 2.4 million; a year later, *Time Flies* made it to the top with sales of more than 1.4 million.

Cooking was a winning entry in the 1989 bestsellingsweepstakes. Although *The Better Homes and Gardens New Cook Book* is a classic (with combined sales since it was first published 60 years ago of more than 25 million), its 10th edition can be considered a new book because of a total overhaul that includes the addition of more than 1300 new and updated recipes geared for the '90s. Julia Child's *The Way to Cook* was a phenomenal success and at \$50 was the most expensive bestseller. The price did not deter her many fans, and sales of more than 362,000 copies made it the 15th bestselling nonfiction

book of the year. Another sure-fire winner in the cooking category is Jeff Smith, whose fourth bestseller in the Frugal Gourmet series takes the #9 spot this year, the same position he had in 1987 with *Frugal Gourmet Cooks America*.

The three other books comprising the list include a repeat from last year, *The Way Things Work*, a book that was difficult to find during Christmas 1988. The publisher kept it in good supply in the course of 1989, and managed to sell 561,452 books. No list is complete without a business title, and this year *Wealth Without Risk* outdistanced the competition with phenomenal sales of 688,000, giving its author, Charles Givens, a 56-week run on the weekly bestseller charts to date, and the #2 spot on the nonfiction annual bestseller list. True crime's popularity continues to grow, and Joe McGinniss scored another hit with *Blind Faith*, #14 with sales of 376,750. His last book, *Fatal Vision*, was #18 in 1983 with sales of 168,342.

Nonfiction Runners-Up

Cooking, Wall Street, celebrity biographies and authors with proven track records also dominate the second tier of nonfiction bestsellers. Notice the growing number of sports titles among the nonfiction tomes with sales of 100,000+ copies.

16. *Weight Watchers Meals in Minutes Cookbook* by Weight Watchers International (NAL, 1/90; \$50,000)
17. *Education of a Wandering Man* by Louis L'Amour (Bantam, 11/89)
18. *The 8-Week Cholesterol Cure—Revised Edition* by Robert E. Kowalski (Harper & Row, 8/89; \$45,686)
19. *The T-Factor Diet* by Martin Kattahn (Norton, 4/89)

PW's 1989 Bestsellers NONFICTION

- 1 **All I Really Need to Know I Learned in Kindergarten: Uncommon Thoughts on Common Things** by Robert Fulghum. Villard Books (10/13/88); 902,000
- 2 **Wealth Without Risk: How to Develop a Personal Fortune Without Going Out on a Limb** by Charles J. Givens. Simon & Schuster (12/88); 688,000
- 3 **A Woman Named Jackie** by C. David Heymann. Lyle Stuart Book/Carol Publishing Group (5/12/89); 670,000
- 4 **It Was on Fire When I Lay Down on It** by Robert Fulghum. Villard Books (9/22/89); 566,651
- 5 **Better Homes and Gardens New Cook Book. Better Homes and Garden Books** (8/1/89); 566,021
- * 6 **The Way Things Work** by David Macaulay. Houghton Mifflin (10/24/88)
- 7 **It's Always Something** by Gilda Radner. Simon & Schuster (6/89); 220,000
- 8 **Roseanne: My Life as a Woman** by Roseanne Barr. Harper & Row (9/27/89); 507,550
- * 9 **The Frugal Gourmet Cooks Three Ancient Cuisines: China, Greece, and Rome** by Jeff Smith. Morrow (9/11/89)
- 10 **My Turn: The Memoirs of Nancy Reagan** by Nancy Reagan with William Novak. Random House (10/27/89); 436,478
- 11 **All My Best Friends** by George Burns written with David Fiaher. Putnam (11/6/89); 425,578
- * 12 **Love & Marriage** by Bill Cosby. Doubleday (5/89)
- 13 **A Brief History of Time** by Stephen W. Hawking. Bantam (4/2/88); 410,000
- 14 **Blind Faith** by Joe McGinniss. Putnam (1/17/89); 376,750
- 15 **The Way to Cook** by Julia Child. Knopf (10/89); 362,115

Note: Rankings are determined by sales figures provided by publishers; the numbers generally reflect reports of copies "shipped and billed" in calendar year 1989 and take into account some early returns through the end of January 1990. Publishers do not yet know what their total returns will be so none of these figures should be regarded as final net sales.

*Sales figures were submitted to PW in confidence, for use only in placing the title in its correct position on the list.

20. **The 8-Week Cholesterol Cure Cookbook** by Robert E. Kowalski (Harper & Row, 8/89; 314,998)

21. **Liar's Poker** by Michael Lewis (Norton, 10/89)

22. **I Want to Grow Hair, I Want to Grow Up, I Want to Go to Boise** by Erma Bombeck (Harper & Row, 10/89; 312,627)

23. **Chronicle of America** edited by Clifton Daniel (Prentice Hall/Ecam, 9/89; 311,000)

24. **Peace, Love & Healing** by Bernie S. Siegel (Harper & Row, 6/89; 297,598)

25. **Drivs: The Story of My Life** by Larry Bird (Doubleday, 11/89; 292,859)

26. **Going Within: A Guide for Inner Transformation** by Shirley MacLaine (Bantam, 4/89)

27. **One Up on Wall Street: How to Use What You Already Know to Make Money in the Market** by Peter Lynch (S & S, 2/89; 277,000)

28. **Pete Rose: My Story** by Pete Rose and Roger Kahn (Macmillan, 11/89; 231,913)

29. **Martha Stewart's Christmas** by Martha Stewart (Crown, 11/89; 220,000)

30. **Among Schoolchildren** by Tracy Kidder (Houghton Mifflin, 9/89)

More Nonfiction Hits

There were 13 more books with sales of over 175,000 in 1989. They are: *Chili Dawgs Always Bark at Night* by Lewis Grizzard (Villard); *A Precious Moments Gift of Love* by Sam Butcher (Nelson); *Summer of '49* by David Halberstam (Morrow); *The Good Times* by Russell Baker (Morrow); *The Dictionary of Cultural Literacy* by E. D. Hirsch Jr. (Houghton Mifflin); *Leadership Secrets of Attila the Hun* by Wess Roberts (Warner); *Who Needs God* by Harold S. Kushner (Summit); *Toxic Parents* by Susan Forward with Craig Buck (Bantam); *Don't Bend Over in the Garden Granny, You Know Them Taters Got Eyes* by Lewis Grizzard (Villard); *The Wreath Book* by Rob Pulleyn (Sterling); *What They Still Don't Teach You at Harvard Business School* by Mark H. McCormack (Bantam); *Head First* by Norman Cousins (Dutton); and *The Tempting of America* by Robert H. Bork (Free Press).

Six books had sales of more than 150,000: *Confessions of an S.O.B.* by Al Neuharth (Doubleday); *The Bleeding* by Joseph Wambaugh (Morrow); *Call Her Miss Ross: The Unauthorized Biography of Diana Ross* by J. Randy Taraborrelli (Car-

ol); *The Pillsbury Cookbook* (Doubleday); *Symptoms* by Dr. Isadore Rosenfeld (S & S); and *Funny, You Don't Look Like a Grandmother* by Lois Wyse (Crown).

In the 125,000+ range there were 13 titles, including: *Out of the Blue* by Orel Hershisier (Wolgemuth & Hyatt); *The Andy Warhol Diaries*, edited by Pat Hackett (Warner); *Rolling Stone: The Photographs* by Editors of Rolling Stone (S & S); *Papa, My Father* by Leo Buscaglia (Morrow); *Believe in the God Who Believes in You* by Robert H. Schuller (Nelson); *Personal Fouls* by Peter Golenbock (Carroll & Graf); *Dr. Dobson: Turning Hearts Toward Home* by Rolf Zettersten (Word); *The 7 Habits of Highly Effective People* by Stephen Covey (S & S); *The Night the Bear Ate Goombaw* by Patrick F. McManus (Holt); *The New Basics Cookbook* by Julee Rosso and Sheila Lukins (Workman); *Wilderness: The Lost Writings of Jim Morrison, Volume I* by Jim Morrison (Villard); *Art of the Western World: From Ancient Greece to Post Modernism* by Bruce Cole and Aleheide Gealt (Summit); and *The Fighting Spirit: A Championship Season at Notre Dame* by Lou Holtz with John Heisler (Pocket).

There were also 16 titles with sales of 100,000 and more. They are: *From Beirut to Jerusalem* by Thomas L. Friedman (FSG); *The Long Gray Line* by Rick Atkinson (Houghton Mifflin); *Whatchagot Stew: A Memoir of an Idaho Childhood, with Recipes and Commentaries* by Patrick F. McManus and Patricia McManus Gass (Holt); *Getting the Love You Want: A Guide to Couples* by Harville Hendrix (Holt); *Innumeracy: Mathematical Illiteracy and its Consequences* by John Allen Paulos (FSG); *Bo* by Bo Schembechler and Mitch Albom (Warner); *The Dance of Intimacy* by Harriet Goldhor Lerner (Harper & Row); *Close Friends* by Peter Jenkins (Morrow); *You'll See It When You Believe It* by Wayne Dyer (Morrow); *About Face: The Odyssey of an American Warrior* by David H. Hackworth (S & S); *Wonderful Life* by Stephen J. Gould (Norton); *Light His Fire: How to Keep Your Man Passionately and Hopelessly in Love with You* by Ellen Kreidman (Villard); *My Secret History* by Paul Theroux (Putnam); *Gracie: A Love Story* by George Burns (Putnam); *King of the Night* by Laurence Leamer (Morrow); and *Out of Bounds* by Jim Brown with Steve Delsohn (Zebra). □

Paperback Top Sellers

Romance and funnies dominate trade paper; in mass market, 'Presumed Innocent' tops 4 million again

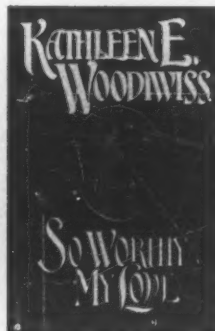
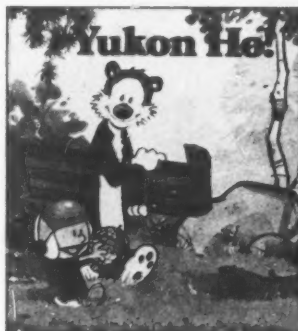
The number of trade paperback bestsellers rose in 1989 from 1988 levels, as recorded in *Publishers Weekly's* annual trade paperback top-sellers list, compiled since 1977 and defined by publishers' sales figures of 50,000 copies or more. (The titles include annuals, atlases and almanacs.) Books on the current list were published in 1988 or 1989, although sales figures are given for 1989 only.

In 1989 there were 231 trade paperback bestsellers, up from 219 titles in 1988. An all-time high was recorded in 1987 with 254 titles; there were 193 bestsellers in 1986 and 208 in 1985. The top-ranking trade paperback of 1989 sold 1,575,000 copies, compared with a figure of 1,253,000 in 1988; the top seller in 1987 sold 2,489,500 copies.

What piqued the interest of book-buyers in 1989? Americans crave romance and the funnies, judging by sales figures for 1989 trade paperback bestsellers. At sales of 1,575,000, Kathleen Woodiwiss enthralled her legions of fans with *So Worthy My Love*; set in 16th-century England and Germany, the blockbuster, a trade paperback original, concerns a kidnapper who falls in love with his hostage.

Other top-ranking 1989 trade paperback romances included *Lost Love Found* (130,000), an original, by Bertrice Small; and *Kingdom of Shadows* (65,704), an original, by Barbara Erskine.

Perennially bestselling authors Bill Watterson, Gary Larson and Berke Breathed again entertained readers with comic-strip titles. Heavy-hitter Watterson slugged out four bestsellers—all originals—in 1989: *Yukon Ho!* (1,257,000); *The Calvin and Hobbes Lazy Sunday Book* (1,008,000); *Something Under the Bed Is Drooling* (309,000); and *The Essential Calvin and Hobbes* (292,000). The latter two titles also sold 1,253,000 and 891,000 copies, respectively, in 1988. Larson served up the chuckles with *The PreHistory of The Far Side*



1989's two bestselling trade paperbacks.

(853,000); *Wildlife Preserves* (684,000); *The Far Side Gallery 3* (227,000); and *Night of the Crash-Test Dummies* (190,000), all originals. The latter two titles also sold 826,000 and 831,000 copies, respectively, in 1988. With sales of 570,258, Berke Breathed's *The Night of the Mary Kay Commandos*, an original, did not perform as well as Breathed's *Tales Too Ticklish to Tell*, an original that sold 704,000 in 1988; surprisingly, this title, issued in 1988, did not appear on the 1989 lists.

Other 1989 comic-strip masters were Jim Davis, G. B. Trudeau and Cathy Guisewite.

Intellectually rigorous bestselling titles in 1989 included Gabriel García Márquez's *Love in the Time of Cholera* (425,000), James McPherson's *Battle Cry of Freedom* (149,000), Neil Sheehan's *A Bright and Shining Lie* (109,649), Pete Dexter's *Paris Trout* (105,000), Barbara Tuchman's *First Salute* (98,000), Taylor Branch's *Parting the Waters* (88,000) and Jonathan Kozol's *Rachel and Her Children*—all reprints. Both of Saul Bellow's original trade paperbacks—*A Theft* (95,000) and *The Bellarosa Connection* (77,000)—made appearances.

Other strong categories in trade paperback included health care, cookbooks and homework books generally, as well as fantasy, inspiration, computer titles and biographies.

Mass Market

A total of 119 mass market titles published in 1988 or 1989 had in-print figures at the end of 1989 of at least one million copies and thus qualified for *PW's* 1989 mass market bestseller list; 111 and 112 titles appeared on the 1988 and 1987 lists, respectively. This year, the most popular mass market paperbacks

were Danielle Steel's *Fine Things* (4,500,000) and *Kaleidoscope* (4,025,000), and Scott Turow's *Presumed Innocent* which, for the second year in a row, topped four million (4,233,815).

This year, 12 titles had three million or more copies in print compared with 12 titles in 1988, seven in 1987 and nine in 1986. Six of the 1989 titles were published in 1988 but had high sales in 1989 as well. Fourteen titles (three of which were published in 1988) had in-print figures of two million-plus copies, compared with nine such titles in 1988, 18 in 1987 and 16 in 1986.

There were no surprises among the 1989 top contenders, who included Tom Clancy, V. C. Andrews, Stephen King, Rosamunde Pilcher, Robert Ludlum, Judith Krantz, Jackie Collins, Janet Dailey, Lawrence Sanders, Barbara Taylor Bradford, Judith Michael and Dean R. Koontz.

Three nonfiction titles among the top 26 titles—embracing the four-, three- and two-million-plus categories—were *All I Really Need to Know I Learned in Kindergarten* (2,708,000), a reprint by Robert Fulghum; *Communion* (2,231,000), a reprint by Whitley Strieber; and *Blind Faith* (2,125,000), a reprint by Joe McGinniss. Strieber's controversial account of his UFO experiences also sold 1,976,000 copies in 1988.

—PENNY KAGANOFF

Trade Paperbacks

Titles listed here are trade paperbacks (originals, reprints or books issued in dual editions) published in 1988 or 1989 of which publishers have billed and shipped at least 50,000 copies to bookstores in 1989. Please note that publishers' sales figures do not necessarily represent final net sales, since they do not always reflect returns. Those titles that were released in 1988 are marked with an asterisk. Almanacs, atlases and annuals are listed on page 26.

500,000+

So Worthy My Love. Kathleen Woodiwiss. Original. Avon (1,575,000)
Yukon Ho! Bill Watterson. Original. Andrews and McMeel (1,257,000)
The Calvin and Hobbes Lazy Sunday Book. Bill Watterson. Original. Andrews and McMeel (1,008,000)
Drawing of the Three. Stephen King. Reprint. NAL (928,026)
The PreHistory of The Far Side. Gary Larson. Original. Andrews and McMeel (853,000)
Wildlife Preserves. Gary Larson. Original. Andrews and McMeel (684,000)
The Night of the Mary Kay Commandos. Berke Breathed. Original. Little, Brown (570,258)

200,000+

***The Closing of the American Mind.** Allan Bloom. Reprint. Simon & Schuster/Touchstone (448,000)
Garfield Chews the Fat (#17). Jim Davis. Original. Ballantine (440,000)
Love in the Time of Cholera. Gabriel García Márquez. Reprint. Penguin (425,000)
The Mummy or Ramses the Damned. Anne Rice. Original. Ballantine (410,000)
Time. Editors of Harvard Lampoon. Original. Putnam/Perigee (380,123)
Dance of Anger (Reissue). Harriet Lerner. Reprint. Harper & Row/Perennial (372,462)
Using WordPerfect 5. Charles Stewart et al. Original. Que Corporation (320,000)
***Healing the Shame That Binds You.** John Bradshaw. Original. Health Communications (310,000)
***Something Under the Bed Is Drooling.** Bill Watterson. Original. Andrews and McMeel (309,000)
***The Essential Calvin and Hobbes.** Bill Watterson. Original. Andrews and McMeel (292,000)

Gracie: A Love Story. George Burns. Reprint. Penguin (290,000)
The Cat Who Came for Christmas. Cleveland Amory. Reprint. Penguin (280,000)
***The New Basics Cookbook.** Julee Rosso and Sheila Lukins. Original. Workman (278,270)
***Love, Medicine & Miracles.** Dr. Bernie S. Siegel. Reprint. Harper & Row/Perennial (274,882)
***Why Do Clocks Run Clockwise?** David Feldman. Reprint. Harper & Row/Perennial (271,429)
***Thriving on Chaos.** Tom Peters. Reprint. Harper & Row/Perennial (262,783)
***Bradshaw on the Family.** John Bradshaw. Original. Health Communications (260,000)
Ultimate Unauthorized Nintendo! Game Strategies Book. Corey Sandler and Tom Badgett. Original. Bantam (246,000)
What to Expect the First Year. Arlene Eisenberg, Heidi Murkoff and Sandee Hathaway. Original. Workman (244,328)
***The Far Side Gallery 3.** Gary Larson. Original. Andrews and McMeel (227,000)
The Fifth Garfield Treasury. Jim Davis. Original. Ballantine (225,000)
Love & Sex: The Book of Questions. Gregory Stock, Ph.D. Original. Workman (219,567)
***Weight Watchers Favorite Recipes.** Weight Watchers Int. Reprint. NAL (217,597)
***Color Me Beautiful Make-up Book.** Carole Jackson. Original. Ballantine (213,000)

100,000+

Weight Watchers Quick and Easy Menu Cookbook. Weight Watchers Int. Reprint. NAL (197,987)
***Night of the Crash-Test Dummies.** Gary Larson. Original. Andrews and McMeel (190,000)
***Beloved.** Toni Morrison. Reprint. NAL (180,193)

***Chaos: Making of a New Science.** James Gleick. Reprint. Penguin (175,000)
T Factor Fat Gram Counter. Martin P. Katahn. Original. Norton (173,313)
Babes & Bullets. Jim Davis. Original. Ballantine (170,000)
Good Fat, Bad Fat—How to Lower Your Cholesterol and Beat the Odds of a Heart Attack. Glen C. Griffin, M.D. and William P. Castelli, M.D. Original. Fisher (159,000)
***Life Smiles Back.** Philip Kunhardt. Reprint. Simon & Schuster/Fireside (156,000)
The Rise and Fall of the Great Powers. Paul Kennedy. Reprint. Vintage (155,942)
***The Different Drum.** M. Scott Peck, M.D. Reprint. Simon & Schuster/Touchstone (155,000)
Upgrading and Repairing PCs. Scott Mueller. Original. Que Corporation (150,000)
Battle Cry of Freedom. James McPherson. Reprint. Ballantine (149,000)
***The Courage to Heal.** Ellen Bass and Laura Davis. Original. Harper & Row/Perennial (148,118)
The Last Lion: Alone. William Manchester. Reprint. Dell (146,048)
Do What You Love, the Money Will Follow. Marsha Sinetar. Reprint. Dell (144,769)
Eater's Choice, Revised Ed. Ron and Nancy Goor. Original. Houghton Mifflin (135,000)
Lost Love Found. Bertrice Small. Original. Ballantine (130,000)
Panati's Extraordinary Endings. Charles Panati. Original. Harper & Row/Perennial (128,333)
Read My Lips, Make My Day, Eat Quiche and Die! G. B. Trudeau. Original. Andrews and McMeel (128,000)
***PC Magazine's DOS Power Tools.** Paul Somerson. Original. Bantam (127,000)
A Generation of Swine. Hunter S. Thompson. Reprint. Vintage (125,511)
New Cook Book. Better Homes and Gardens. Reprint. BH&G (124,000)
The New Yankee Workshop. Norm Abram. Original. Little, Brown (123,811)
Headlines. Jay Leno. Original. Warner (115,671)
Growing a Business. Paul Hawken. Original. Simon & Schuster/Fireside (122,000)
Fit or Fat Woman. Covert Bailey. Original. Houghton Mifflin (120,000)
Drawing on the Right Side of the

Brain (Revised). Betty Edwards. Tarcher (120,000)
Many Lives, Many Masters. Brian L. Weiss. Original. Simon & Schuster/Fireside (117,000)
All New Hints from Heloise. Heloise. Original. Putnam/Perigee (110,231)
The 90's: A Look Back. Tony Hendra and Peter Elbling. Original. Avon (110,000)
The New Read-Aloud Handbook. Jim Trelease. Original. Penguin (110,000)
The Stranger. Albert Camus. Reprint. Vintage (109,775)
A Bright and Shining Lie. Neil Sheehan. Reprint. Vintage (109,649)
***10 SATs: Third Edition.** College Board. Original. (106,944)
***Batman: Year One.** Frank Miller and David Mazzucchelli. Reprint. Warner (106,726)
Give Those Nymphs Some Hooters! G. B. Trudeau. Original. Andrews and McMeel (106,000)
Life Laughs Last. Philip Kunhardt. Reprint. Simon & Schuster/Fireside (105,000)

Paris Trout. Pete Dexter. Reprint. Penguin (105,000)
New American Diet. William E. Connor, M.D. Reprint. Simon & Schuster/Fireside (103,000)
The Last Ship. William Brinkley. Reprint. Ballantine (100,000)
Using Harvard Graphics. Steve Sagman and Jane Graver Sandlar. Original. Que Corporation (100,000)

75,000+

First Salute. Barbara Tuchman. Reprint. Ballantine (98,000)
The Discovery of the Titanic. Robert D. Ballard. Reprint. Warner (97,296)
Thin Thighs in 30 Days (Revised). Wendy Stehling. Reprint. Bantam (96,000)
Greatest Batman Stories Ever Told. Mike Gold, ed. Reprint. Warner (95,264)
Using 1-2-3 R. 2.2 Special Edition. Original. Que Corporation (95,000)
A Theft. Saul Bellow. Original. Penguin (95,000)
Greatest Joker Stories Ever Told.

Mike Gold, ed. Reprint. Warner (94,940)
Frommer's Europe on \$30 a Day. Arthur Frommer. Original. Prentice Hall Travel (93,800)
***Unofficial Guide to Walt Disney World and Epcot (Revised Edition).** Bob Sehlinger. Prentice Hall Travel (93,700)
***A Garfield Thanksgiving.** Jim Davis. Original. Ballantine (91,000)
Inside AutoCAD, 5th Ed. Dan Raker and Harbert Rice. Original. Que Corporation (90,000)
***Feel the Fear and Do It Anyway.** Susan P. Jeffers. Reprint. Ballantine (90,000)
Dave Barry's Greatest Hits. Dave Barry. Reprint. Ballantine (90,000)
***People of Darkness.** Tony Hillerman. Reprint. Harper & Row/Perennial (89,454)
Parting the Waters. Taylor Branch. Reprint. Simon & Schuster/Touchstone (88,000)
***Flower Drying with a Microwave.** Milton Watson. Original. Sterling (86,000)

ALMANACS, ATLASES AND ANNUALS

The World Almanac & Book of Facts 1990. Mark Hoffman, ed. Pharos (1,060,000)
***J. K. Lasser Your Income Tax 1989.** Prentice Hall (513,000)
The Arthur Young Tax Guide 1990. Peter W. Bernstein, ed. Ballantine (440,000)
Information Please Almanac 1990. Houghton Mifflin (420,000)
***OPG Baseball Cards 1990.** James Beckett. Original. Ballantine/House of Collectibles (350,000)
***Mobil Road Atlas 1989.** Original. Prentice Hall/Arco (327,000)
The 1989 What Color Is Your Parachute? Richard Nelson Bolles. Ten Speed (312,000)
Steve Birnbaum's Guide to Disneyworld 1990. Steve Birnbaum. Avon (300,000)
1989 Buying Guide Issue. Consumer Reports (202,768)
The Universal Almanac. John Wright, ed. Andrews and McMeel (196,000)
***Mr. Boston Official Bartender's Guide 1988.** Warner (170,237)
***The Official 1990 Blackbook Price Guide to U.S. Coins, 28th Ed.** Marc Hudgeons, ed. Ballantine/House of Collectibles (158,000)
1989 Guide to Income Tax Preparation. Warren Easanu, Barry Dickman, Michael Pollet, Elias Zuckerman and the editors of Consumer Reports Books. Consumer Reports (153,694)
***The World Almanac & Book of Facts 1989.** Mark Hoffman, ed. Pharos (150,000)
Webster's New World Compact School and Office Dictionary (Revised Edition). Prentice Hall (109,000)
***1989 H & R Block Income Tax Workbook.** H. and R. Block. Macmillan (104,461)
Mobil Travel Guide 1989: California and

the West. Original. Prentice Hall Travel (90,100)
The Ernst & Young Tax Digest and Planner 1990. Peter W. Bernstein, ed. Random House Reference (93,000)
Information Please Sports Almanac 1990. Mike Meserole. Houghton Mifflin (90,000)
Mobil Travel Guide 1989: Northeast. Prentice Hall Travel (89,100)
1989 Elias Baseball Analyst. Seymour Siwoff; Steve, Peter and Tom Hurt. Macmillan (79,925)
Mobil Travel Guide 1989: Mid Atlantic. Prentice Hall Travel (79,300)
The Princeton Review-Cracking the System: The SAT and PSAT-1990 Edition. John Katzman and Adam Robinson. Villard (76,100)
Hugh Johnson's Pocket Encyclopedia of Wine 1990. Hugh Johnson. Simon & Schuster/Fireside (72,000)
Mobil Travel Guide 1989: Southeast. Prentice Hall Travel (70,900)
***Hugh Johnson's Pocket Encyclopedia of Wine 1989.** Hugh Johnson. Simon & Schuster/Fireside (68,000)
Automobile Book 1990. Editors of Consumers Guide. NAL (65,633)
Mobil Travel Guide 1989: South Central. Prentice Hall Travel (65,100)
***OPG Football Cards 1990.** James Beckett. Original. Ballantine/House of Collectibles (60,000)
Mobil Travel Guide 1989: Great Lakes. Prentice Hall Travel (58,700)
Allstate RV Park and Campground Directory. Prentice Hall (58,500)
Overstreet Comic Book Price Guide. Robert Overstreet. Original. Ballantine/House of Collectibles (58,000)
Official 1990 Blackbook Guide to U.S. Postage Stamps. Marc Hudgeons. Original. Ballantine/House of Collectibles (57,000)
Free Stuff for Kids, 1990 Edition. Free Stuff Editors. Meadowbrook (57,000)
Roger Ebert's Movie Home Companion, 1990 Edition. Roger Ebert. Andrews and McMeel (56,000)
Official 1990 Blackbook Guide to Paper Money. Marc Hudgeons. Original. Ballantine/House of Collectibles (53,000)
***Practice for the Armed Forces Test (13th Edition).** Solomon Wiener. Prentice Hall/Arco (52,500)
The Princeton Review-Cracking the System: The LSAT-First Edition. Adam Robinson and Princeton Review Staff. Villard (52,350)
Fantasy Baseball Abstract 1989. Wayne M. Welch. Putnam/Perigee (52,040)
USAtlas. Richard Saul Wurman. Prentice Hall/Gousha (51,900)
Mobil Travel Guide 1989: Northwest. Prentice Hall Travel (51,800)
The Princeton Review-Cracking the System: The GRE-First Edition. Adam Robinson and John Katzman. Villard (51,500)
Places Rated Almanac. Richard Boyer and David Savageau. Prentice Hall (51,100)
Preparation for the SAT (8th Edition). Edward Deputa, ed. Prentice Hall/Arco (51,000)
***Webster's New World Dictionary of Computer Terms (3rd Edition).** Prentice Hall (51,000)
LSAT: Law School Admission Test (3rd Edition). Thomas Martinson. Prentice Hall/Arco (50,300)
Supercourse for the LSAT (3rd Edition). Thomas Martinson. Prentice Hall/Arco (50,300)
Steve Birnbaum's Guide to Disneyland 1990. Steve Birnbaum. Avon (50,000)

The Stephen King Companion. George Beahm, ed. Original. Andrews and McMeel (85,000)

Batman: The Official Book of the Movie. John Marriott. Original. Bantam (85,000)

Wilderness. Jim Morrison. Reprint. Vintage (83,949)

Clothes Have No Emperor. Paul Slansky. Original. Simon & Schuster/Fireside (81,000)

Rockport Walking Program. James M. Rippe and Anne Ward with Karla Dougherty. Original. Prentice Hall (81,600)

dBaase IV Handbook, 3rd Ed. George T. Chou. Original. Que Corporation (80,000)

***MS-DOS Quick Reference.** Original. Que Corporation (80,000)

In Country. Bobbie Ann Mason. Reprint. Harper & Row/Perennial (78,611)

Harry Anderson's Games You Can't Lose: A Guide for Suckers. Harry Anderson and Turk Pipkin. Original. Pocket (78,600)

How to Win Customers and Keep Them for Life. Michael LeBoeuf. Reprint. Berkley (78,000)

The Bellarosa Connection. Saul Bellows. Original. Penguin (77,000)

Gone with the Wind. Herb Bridges and Terry C. Boodman. Original. Simon & Schuster/Fireside (76,000)

Rotisserie League Baseball, 3rd Ed. Glenn Waggoner and Robert Sklar. Original. Bantam (76,000)

***Garfield Worldwide (#15).** Jim Davis. Original. Ballantine (75,000)

The Food Pharmacy. Jean Carper. Reprint. Bantam (75,000)

Using 1-2-3 Release 3. Original. Que Corporation (75,000)

50,000+

What Do You Care What Other People Think? Reprint. Richard Feynman. Bantam (74,000)

Knock 'em Dead with Great Answers to Tough Interview Questions. Martin John Yate. Original. Bob Adams (73,447)

***Foods That Heal.** Dr. Bernard Jensen. Original. Avery (73,000)

A Minnesota Book of Days. Howard Mohr. Original. Penguin (73,000)

Legends, Lies & Cherished American Myths. Richard Shenkman. Reprint. Harper & Row/Perennial (72,357)

***The Art of Erotic Massage.** Dr. Andrew Yorke. Original. Sterling (72,000)

Penn and Teller's Cruel Tricks for Dear Friends. Penn Jillette and Tell-

er. Original. Villard (71,000)

***WordPerfect Quick Reference.** Que Corporation. Original. (71,000)

Surely You're Joking Mr. Feynman. Richard Feynman. Reprint. Bantam (71,000)

Getting Together. Roger Fisher and Scott Brown. Reprint. Penguin (70,000)

The Hill. Leonard B. Scott. Original. Ballantine (70,000)

***Garfield Rounds Out (#16).** Jim Davis. Original. Ballantine (68,500)

Overcoming Overeating. J. Hirschmann. Reprint. Fawcett Columbine (68,000)

The Worlds of the Federation. Shane Johnson. Original. Pocket (67,300)

The Concise Family Seder. Rabbi Alfred J. Kolatch. Original. Jonathan David (67,000)

Perfect Put-Downs and Instant Insults. Joseph Rosenbloom. Reprint. Sterling (67,000)

Rachel and Her Children. Jonathan Kozol. Reprint. Fawcett Columbine (67,000)

Spring Cleaning. Jeff Campbell. Original. Dell (66,385)

Mama Day. Gloria Naylor. Reprint. Vintage (66,494)

Kingdom of Shadows. Barbara Erskine. Original. Dell (65,704)

Captain's Log: William Shatner's Personal Account of the Making of Star Trek V: The Final Frontier. William Shatner as told to Lisabeth Shatner. Original. Pocket (65,400)

Season Inside. John Feinstein. Reprint. Simon & Schuster/Fireside (65,000)

For Better or for Worse: The Tenth Anniversary Collection. Lynn Johnston. Original. Andrews and McMeel (65,000)

***Jane Fonda's New Workout & Weight Loss Program.** Jane Fonda. Reprint. Simon & Schuster/Fireside (65,000)

***Life and Death in Shanghai.** Nien Cheng. Reprint. Penguin (65,000)

Sty. Ed Breslin and Sean Kelly. Original. Vintage (64,802)

Holidays in Hell. P. J. O'Rourke. Reprint. Vintage (64,759)

***Homework Without Tears.** Lee Canter. Original. Harper & Row/Perennial (64,337)

Native Son (Reissue). Richard Wright. Reprint. Harper & Row/Perennial (63,562)

Mexican Recipes. Better Homes and Gardens. Reprint. BH&G (63,000)

MS-DOS User's Guide. Q* Corporation. Original. (63,000)

Tracks. Louise Erdrich. Reprint. Harper & Row/Perennial (63,000)

The Old Gringo. Carlos Fuentes. Reprint. Harper & Row/Perennial (61,712)

Wall Street Journal Guide to Money & Markets. Richard Saul Wurman, Alan Siegel, Kenneth Morris. Original. Prentice Hall (61,700)

Story of My Life. Jay McInerney. Reprint. Vintage (61,228)

***Making of the Atomic Bomb.** Richard Rhodes. Reprint. Simon & Schuster/Touchstone (61,000)

***Healing Your Sexual Self.** Janet G. Woititz. Original. Health Communications (61,000)

How to Keep a Man in Love with You Forever. Tracy Cabot. Reprint. Dell (60,002)

Capote. Gerald Clarke. Reprint. Ballantine (60,000)

The Predators' Ball. Connie Bruck. Reprint. Penguin (60,000)

Where I'm Calling From. Raymond Carver. Reprint. Vintage (59,606)

Bride's Book of Etiquette (6th ed.). Editors of Bride's Magazine. Original. Putnam/Perigee (59,338)

***The Crystal Kit.** Marlene M. Robinson. Original. Running Press (58,583)

Start Collecting: Baseball Cards. David Plaut. Original. Running Press (58,400)

Your Countercultural Literacy. Kathy A. Zahler and Diane Zahler. Original. Prentice Hall/Arco (58,200)

***Router Jigs & Techniques.** Patrick Spielman. Original. Sterling (58,000)

Emmanuel's Book II: The Choice for Love. Pat Rodegast. Original. Bantam (58,000)

***Gunslinger (Dark Tower #1).** Stephen King. Reprint. NAL (57,625)

Heart of Rock and Soul. Dave Marsh. Original. NAL (57,130)

Secrets of the Temple. William Greider. Reprint. Simon & Schuster/Touchstone (57,000)

To My Son with Love. Susan Polis Schutz. Reprint. Warner (56,305)

Breastfeeding Your Baby: A Practical Guide for the New Mother. Nursing Mothers' Council of the Boston Association for Childbirth Education. Original. Avery (56,000)

***Minding the Body, Mending the Mind.** Joan Borysenko. Reprint. Bantam (56,000)

***New Dress for Success.** John T. Molloy. Original. Warner (55,747)

***A Confederacy of Dunces.** John Kennedy Toole. Grove Weidenfeld (56,375)

Jonathan Winters After the Beep. Jim B. Smith. Original. Putnam/Perennial (55,000)

Perfect Daughters. Robert Ackerman. Original. Health Communications (55,000)

Fox Trot. Bill Amend. Original. Andrews and McMeel (55,000)

Solitude. Anthony Storr. Reprint. Ballantine (55,000)

The Hummingbird Book. Donald and Lillian Stokes. Original. Little, Brown (54,066)

***Your Child's First Journey: A Guide to Prepared Birth from Pregnancy to Parenthood.** Ginny Brinkley, Linda Goldberg, Janice Kukar. Original. Avery (54,000)

"They're Gonna Settle out of Court, Herman." Jim Unger. Original. Andrews and McMeel (54,000)

Parker's Wine Buyer's Guide. Robert M. Parker. Original. Simon & Schuster/Fireside (54,000)

Mysteries of Pittsburgh. Michael

Chabon. Reprint. Harper & Row/Pennell (53,790)

Final Prophecies of Nostradamus. Erika Cheetham. Original. Putnam/Perigee (53,557)

Skiing. Henry Beard and Roy McKie. Original. Workman (52,393)

***Adult Children: The Secrets of Dysfunctional Families.** John Friel and Linda Friel. Original. Health Communications (52,000)

***Birder's Handbook.** Paul Ehrlich, David Dobkin and Darryl Wheye. Original. Simon & Schuster/Fireside (52,000)

My Granddaughter Has Fleas! Cathy Guisewite. Original. Andrews and McMeel (52,000)

***Welcome to Our Company.** Yolanda Naves. Original. Workman (51,487)

***The Basket Book.** Lyn Siler. Original. Sterling (51,000)

***The Flying Boy.** John Lee. Original. Health Communications (51,000)

***Time for Joy.** Ruth Fishel. Original. Health Communications (51,000)

Woman Warrior. Maxine Hong Kingston. Reprint. Vintage (50,492)

***Western Garden Book.** Sunset Editors. Reprint. Lane (50,000)

***Scarf Tying Magic: 68 Ways to Use Your Most Versatile Accessory.** Bobbie Jean Thompson. Original. Acropolis (50,000)

Quinn's Book. William Kennedy. Reprint. Penguin (50,000)

The Compass in Your Nose: And Other Astonishing Facts About Humans. Marc McCutcheon. Original. Tarcher (50,000)

Using PFS: First Publisher. Katherine Murray. Original. Que Corporation (50,000)

Mass Market Paperbacks

The following is a listing of those mass market titles published in 1988 or 1989 whose 1988 in-print figures exceeded one million copies. Figures represent publishers' claims of copies in print and, as such, do not indicate how well the books sold.

Titles marked with asterisks were released in 1988; sales figures for some titles were submitted to PW in confidence, for use only in placing titles in their correct positions in these listings.

4 Million

***Fine Things.** Danielle Steel. Reprint. Dell (4,500,000)

***Presumed Innocent.** Scott Turow. Reprint. Warner (4,233,815)

***Kaleidoscope.** Danielle Steel. Reprint. Dell (4,025,000)

3 Million+

Zoya. Danielle Steel. Reprint. Dell (3,725,000)

***Patriot Games.** Tom Clancy. Reprint. Berkley (3,700,000)

***Fallen Hearts.** V. C. Andrews. Original. Pocket (3,618,000)

Sands of Time. Sidney Sheldon. Reprint. Warner (3,503,000)

Misery. Stephen King. Reprint. Signet/NAL (3,400,000)

***Tommyknockers.** Stephen King. Reprint. Signet/NAL (3,300,000)

Cardinal of the Kremlin. Tom Clancy. Reprint. Berkley (3,200,000)

The Shell Seekers. Rosamunde Pilcher. Reprint. Dell (3,145,000)

Gates of Paradise. V. C. Andrews. Original. Pocket (3,120,000)

2 Million+

The Icarus Agenda. Robert Ludlum. Reprint. Bantam (2,752,000)

Till We Meet Again. Judith Krantz. Reprint. Bantam (2,585,000)

Gunslinger. Stephen King. Reprint. NAL/Signet (2,527,000)

Rock Star. Jackie Collins. Reprint. Pocket (2,525,000)

Trevayne. Robert Ludlum. Reprint. Bantam (2,474,000)

***Heiress.** Janet Dailey. Reprint. Fawcett Gold Medal (2,050,000)

All I Really Need to Know I Learned in Kindergarten. Robert Fulghum. Reprint. Ballantine/Ivy (2,708,000)

***Communion.** Whitley Strieber. Reprint. Avon (2,231,000)

Blind Faith. Joe McGinniss. Reprint. NAL/Signet (2,125,000)

***Timothy Files.** Lawrence Sanders. Reprint. Berkley (2,100,000)

To Be the Best. Barbara Taylor Bradford. Reprint. Bantam (2,009,000)

Inheritance. Judith Michael. Reprint. Pocket

Timothy's Game. Lawrence Sanders. Reprint. Berkley (2,000,000)

Midnight. Dean R. Koontz. Reprint. Berkley (2,000,000)

1.5 Million+

Lightning. Dean R. Koontz. Reprint. Berkley (1,900,000)

***Watchers.** Dean R. Koontz. Reprint. Berkley (1,900,000)

***Heaven and Hell.** John Jakes. Reprint. Dell (1,875,000)

***Bound by Desire.** Rosemary Rogers. Original. Avon (1,842,000)

Alaska. James Michener. Reprint. Fawcett Crest (1,815,000)

***Small Sacrifices.** Ann Rule. Reprint. NAL/Signet (1,800,000)

***Over the Edge.** Jonathan Kellerman. Re-

print. NAL/Signet (1,180,000)

Shining Through. Susan Isaacs. Reprint. Ballantine (1,800,000)

***Outbreak.** Robin Cook. Reprint. Berkley (1,700,000)

***The Celestial Bed.** Irving Wallace. Reprint. Dell (1,170,000)

Doctors. Erich Segal. Reprint. Bantam (1,762,000)

Tapestry. Belva Plain. Reprint. Dell (1,740,000)

***Family—The Ties That Bind . . . and Gag!** Erma Bombeck. Reprint. Fawcett Crest (1,725,000)

***Legacy.** James Michener. Reprint. Fawcett Crest (1,675,000)

***Spycatcher.** Peter Wright with Paul Greengrass. Reprint. Dell (1,650,000)

Trump: The Art of the Deal. Donald Trump. Reprint. Warner (1,633,404)

***Treasure.** Clive Cussler. Reprint. Pocket

The Bloodied. Joseph Wambaugh. Reprint. Bantam (1,620,000)

Breathing Lessons. Anne Tyler. Reprint. Berkley (1,600,000)

Stolen Blessings. Lawrence Sanders. Original. Berkley (1,600,000)

Mortal Fear. Robin Cook. Reprint. Berkley (1,600,000)

The Silence of the Lambs. Thomas Harris. Reprint. St. Martin's (1,600,000)

Prime Time. Joan Collins. Reprint. Pocket

***Texasville.** Larry McMurtry. Reprint. Pocket

Anything for Billy. Larry McMurtry. Reprint. Pocket

Texas Fury. Fern Michaels. Original. Ballantine (1,570,000)

***Weep No More, My Lady.** Mary Higgins Clark. Reprint. Dell (1,550,000)

Love Songs. Lawrence Sanders. Reprint. Berkley (1,500,000)

Queen of the Damned. Anne Rice. Reprint. Ballantine (1,544,000)

The Sisters. Pat Booth. Reprint. Ballantine (1,540,000)

1 Million+

Final Flight. Stephen Coonts. Reprint. Dell (1,475,000)

***The Ladies of Missaloungi.** Colleen McCullough. Reprint. Avon (1,434,000)

***War and Remembrance.** Herman Wouk. Reprint. Pocket

***Team Yankee.** Harold Coyle. Reprint. Berkley (1,400,000)

***The Mask.** Dean R. Koontz. Reprint. Berkley/Jove (1,400,000)

Sphere. Michael Crichton. Reprint. Ballantine (1,381,000)

Batman. Craig Shaw Gardner. Original. Warner (1,376,090)

***Glittering Images.** Susan Howatch. Reprint. Fawcett Crest (1,370,000)

***Tender Rebel.** Johanna Lindsey. Original. Avon (1,366,000)

Koko. Peter Straub. Reprint. NAL/Signet (1,350,000)

Savage Thunder. Johanna Lindsey. Original. Avon (1,345,000)

***Silver Angel.** Johanna Lindsey. Original. Avon (1,335,000)

Butterfly. Kathryn Harvey. Reprint. Avon (1,330,000)

***Her Mother's Daughter.** Marilyn French. Reprint. Ballantine (1,325,000)

People Like Us. Dominic Dunne. Reprint. Bantam (1,317,000)

Transformation. Whitley Strieber. Reprint. Avon (1,315,000)

Mitla Pass. Leon Uris. Reprint. Bantam (1,313,000)

Sins of Omission. Fern Michaels. Original. Ballantine (1,305,000)

Silver Tower. Dale Brown. Reprint. Berkley (1,300,000)

Last Princess. Cynthia Freeman. Reprint. Berkley (1,300,000)

Defy Not the Heart. Johanna Lindsey. Original. Avon (1,285,000)

Talking Straight. Lee Iacocca with Sonny Kleinfeld. Reprint. Bantam (1,233,000)

***Sarum: The Novel of England.** Edward Rutherford. Reprint. Ballantine/Ivy (1,232,000)

Sword Point. Harold Coyle. Reprint. Pocket

The Ragman's Son. Kirk Douglas. Reprint. Pocket

Glamorous Powers. Susan Howatch. Reprint. Fawcett Crest (1,185,000)

Long Ride Home. Louis L'Amour. Original. Bantam (1,172,000)

***Murder in the CIA.** Margaret Truman. Reprint. Fawcett Crest (1,163,000)

The Charm School. Nelson DeMille. Reprint. Warner (1,154,183)

India Fan. Victoria Holt. Reprint. Fawcett Crest (1,141,000)

The Butcher's Theater. Jonathan Kellerman. Reprint. Bantam (1,222,000)

***Flight of the Old Dog.** Dale Brown. Reprint. Berkley (1,200,000)

One. Richard Bach. Reprint. Dell (1,200,000)

***Willow.** Wayland Drew. Original. Ballan-

tine/Del Rey (1,120,000)

***Bolt.** Dick Francis. Reprint. Fawcett Crest (1,116,000)

Firefly Summer. Maeve Binchy. Reprint. Dell (1,115,000)

2061 Arthur C. Clarke. Reprint. Ballantine/Del Rey (1,115,000)

How to Win at Nintendo Games. Jeff Rovin. Original. St. Martin's (1,100,000)

***Pale Kings and Princes.** Robert B. Parker. Reprint. Dell (1,110,000)

***Veil.** Bob Woodward. Reprint. Pocket

***Vows.** LaVyrle Spencer. Original. Berkley/Jove (1,100,000)

***A Southern Family.** Gail Goodwin. Reprint. Avon (1,100,000)

Hot Money. Dick Francis. Reprint. Fawcett Crest (1,100,000)

The Taming. Jude Deveraux. Original. Pocket

***Bandits.** Elmore Leonard. Reprint. Warner (1,091,498)

***Shan.** Eric V. Lustbader. Reprint. Fawcett Crest (1,090,000)

***The Great Depression of 1990.** Dr. Ravi Batra. Reprint. Dell (1,085,000)

Feather on the Moon. Phyllis Whitney. Reprint. Fawcett Crest (1,080,000)

Zero. Eric V. Lustbader. Reprint. Fawcett Crest (1,075,000)

Child Star. Shirley Temple Black. Reprint. Warner (1,062,263)

***Savages.** Shirley Conran. Reprint. Pocket

The Prize Pulitzer. Roxanne Pulitzer. Reprint. Ballantine (1,050,000)

Thirteenth Annual

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Title Output and Prices

Preliminary figures show production down slightly and prices stable

American book title output in 1989, to judge from preliminary figures, may prove to be a little below that of 1988, while average per-volume prices of books, overall, appear to be only slightly up and, in many areas, down. Produced by the R. R. Bowker Co. for *PW*, the preliminary reports cover titles recorded up to the first day of January

BY CHANDLER B. GRANNIS

1990. They show a total of 45,716 1989 titles, thus far recorded, about 3.7% below the 1988 preliminary total. The final 1988 total (*PW*, Sept. 30, 1989) was 55,483—a shade below that of the previous year. The final report on 1989 output and prices is expected to be ready for publication

late in the summer of 1990.

Table 1 shows aggregate title production in all formats. Figures for hardcovers and trade paperbacks are derived from the database of Bowker's Weekly Record/American Book Publishing Record (BPR), prepared in cooperation with the Library of Congress. Figures for mass market paperbacks come from the

TABLE 1

AMERICAN BOOK TITLE PRODUCTION

CATEGORY	1987 ALL HARD & PAPER	1988 FINAL			1989 PRELIMINARY HARD & TRADE PAPER & PAPER	1989 PRELIMINARY			ALL HARD & PAPER
		Books	Editions	Totals		Books	Editions	Totals	
Agriculture	652	561	102	663	666	390	77	467	469
Art	1,693	1,384	203	1,587	1,602	1,129	174	1,303	1,320
Biography	2,259	1,898	285	2,183	2,250	1,599	219	1,818	1,886
Business	1,462	1,195	440	1,635	1,647	1,012	330	1,342	1,361
Education	1,081	940	158	1,098	1,113	738	134	872	892
Fiction	6,298	3,329	279	3,608	5,564	2,706	154	2,860	5,103
General Works	2,620	2,086	335	2,421	2,475	1,606	266	1,872	1,939
History	2,882	2,478	759	3,237	3,260	1,823	376	2,199	2,227
Home Economics	1,168	838	146	984	1,057	629	139	768	814
Juveniles	4,642	4,410	237	4,647	4,954	4,171	228	4,399	4,735
Language	699	503	113	616	628	392	100	492	504
Law	1,544	965	374	1,339	1,343	677	236	913	915
Literature	2,358	1,954	284	2,238	2,272	1,726	234	1,960	1,991
Medicine	3,995	3,187	675	3,862	3,900	2,344	566	2,910	2,939
Music	852	273	55	328	329	277	57	334	335
Philosophy, Psychology	1,845	1,582	278	1,860	1,955	1,423	263	1,686	1,776
Poetry, Drama	1,236	1,127	97	1,224	1,270	925	59	984	992
Religion	2,850	2,401	328	2,729	2,746	1,929	212	2,141	2,151
Science	3,658	3,091	643	3,734	3,743	2,284	495	2,779	2,795
Sociology, Economics	8,115	7,158	1,026	8,184	8,247	5,905	871	6,776	6,835
Sports, Recreation	1,263	837	130	967	1,099	671	120	791	905
Technology	2,756	2,209	457	2,666	2,694	1,830	405	2,235	2,251
Travel	629	487	165	652	669	420	149	569	586
Total	56,027	44,893	7,569	52,462	55,483	36,606	5,864	42,470	45,718

NOTE: Figures for mass market paperback book production are based on entries in *Paperbound Books in Print*. Other figures are from the *Weekly Record* (American Book Publishing Record) database.

TABLE 2

PAPERBACKS (EXCLUDING MASS MARKET)

CATEGORY	1987 TOTALS	1988 FINAL			1989 PRELIMINARY		
		NEW BOOKS	NEW ED'NS	TOTALS	NEW BOOKS	NEW ED'NS	TOTALS
Fiction	382	345	136	481	354	117	471
Nonfiction	16,318	13,658	2,952	16,610	11,005	2,513	13,518
Total	16,700	14,003	3,088	17,091	11,359	2,630	13,989

database for Bowker's *Paperbound Books in Print* and do not differentiate between originals and reprints.

Trade paperback output, Table 2, shows a hike in fiction against a downtrend in nonfiction. Much the same may be said of the mass market data, Table 3.

Translations, Table 5, may be a trifle down; the dominance of materials from French and German continues, but Russian is coming up.

Preliminary hardcover prices at all levels, Table A, show a per-volume average of \$40.10, while averages for volumes priced under \$81, Table A-1, come to \$30.09—roughly a dollar down in both cases. Fiction

averages, in the same two tables, are both up about a dollar.

Mass market paperback averages, Table B, show a drop in fiction to \$3.78, bringing the overall average down to \$4.37. Table C shows trade paperback fiction prices trending downward to \$9.78, but the overall average, at \$16.60, is higher than the 1989 final.

PW's hand count, Table D, of average and median prices of certain books advertised in PW's Fall Announcement issue, shows declines for novels and biography and an increase for history.

Each of the 23 standard subject groups used here represents one or

more specific Dewey Decimal Classification numbers, as follows:

Agriculture, 630-639; 712-719; Art, 700-711, 720-779; Biography, 920-929; B; Business, 650-659; Education, 370-379; Fiction; General Works, 000-099; History, 900-909, 930-999; Home Economics, 640-649; Juveniles; Language, 400-499; Law, 340-349; Literature 800-810, 813-820, 823-899; Medicine, 610-619; Music, 780-789; Philosophy, Psychology, 100-199; Poetry, Drama, 811, 812, 821,822; Religion, 200-299; Science, 500-599; Sociology, Economics, 300-339, 350-369, 380-399; Sports, Recreation, 790-799; Technology, 600-609, 620-629, 660-699; Travel, 910-919.

TABLE 3

MASS MARKET PAPERBACKS

CATEGORY	1987 FIN.	1988 FIN.	1989 PREL.
Agriculture	7	3	2
Art	7	15	17
Biography	64	67	68
Business	28	12	19
Education	14	15	20
Fiction	2,632	1,956	2,243
General Works	81	54	67
History	28	23	28
Home Econ.	102	73	46
Juveniles	364	307	336
Language	22	12	12
Law	3	4	2
Literature	41	34	31
Medicine	46	38	29
Music	3	1	1
Philosophy, Psychology	139	95	90
Poetry, Drama	15	46	8
Religion	16	17	10
Science	5	9	16
Sociology, Economics	79	63	59
Sports, Recreation	178	132	114
Technology	29	28	16
Travel	13	17	12
Total	3,916	3,021	3,246

TABLE 4

IMPORTED TITLES

HARD & TRADE PAPER ONLY

CATEGORY	1987	1988 FINAL			1989 PRELIM.		
	TOTALS	BOOKS	ED'NS	TOTALS	BOOKS	ED'NS	TOTALS
Agriculture	135	105	24	129	69	13	82
Art	128	135	19	154	97	16	113
Biography	173	176	14	190	99	13	112
Business	154	158	36	194	112	16	128
Education	276	222	17	239	200	9	209
Fiction	291	224	63	287	84	9	93
General Works	382	341	31	372	248	20	268
History	482	442	62	509	269	43	312
Home Econ.	39	34	2	36	21	5	26
Juveniles	109	99	5	104	51	8	59
Language	201	185	21	206	141	19	160
Law	225	158	33	191	112	28	140
Literature	295	309	27	330	226	7	233
Medicine	757	708	71	779	516	72	588
Music	66	62	5	74	65	2	67
Philosophy, Psychology	331	355	20	275	281	16	297
Poetry, Drama	180	186	41	224	119	12	131
Religion	163	146	17	162	119	18	137
Science	1,302	1,245	151	1,396	906	106	1,012
Sociology, Economics	1,736	1,695	130	1,825	1,255	93	1,348
Sports, Recreation	97	86	11	97	56	12	68
Technology	651	616	81	897	476	69	545
Travel	56	45	7	52	27	6	33
Total	8,229	7,738	888	8,626	5,549	612	6,161

TABLE 5

TRANSLATIONS INTO ENGLISH

HARD & TRADE PAPER ONLY

	ARABIC	CHINESE	DANISH	DUTCH	FINNISH	FRENCH	GERMAN	HEBREW	ITALIAN	JAPANESE	LATIN	NORWEGIAN	RUSSIAN	SPANISH	SWEDISH	YIDDISH	OTHER	TOTALS
1984 Final	16	27	27	38	10	355	425	28	97	64	42	4	181	97	21	10	N/A	1,466
1985 Final	8	27	17	40	5	416	369	29	92	59	30	13	182	86	28	15	N/A	1,412
1986 Final	29	29	26	48	3	485	470	45	110	116	36	9	185	93	26	11	N/A	1,791
1987 Final	33	39	24	45	3	580	486	45	115	65	38	16	245	130	36	9	N/A	1,908
1988 Final	27	34	23	49	5	570	501	45	129	95	43	12	256	162	47	14	N/A	2,012
1989 Prelim.	41	43	22	27	1	387	388	46	116	72	37	11	213	109	33	11	N/A	1,557

NOTE: "Total" covers only the languages listed here.

TABLE A-1

HARDCOVER AVERAGE PER-VOLUME PRICES—LESS THAN \$81

CATEGORY	1986	1987 FINAL		1988 FINAL		1989 FINAL		
	PRICES	VOLS.	PRICES	VOLS.	PRICES	VOLS.	\$ TOTAL	PRICES
Agriculture	\$31.89	363	\$32.44	351	\$32.43	263	\$ 9,057.98	\$34.44
Art	31.63	959	33.07	905	33.85	736	28,076.89	35.43
Biography	21.66	1,514	22.75	1,510	23.81	1,235	30,176.93	24.43
Business	28.44	1,007	30.48	1,072	32.91	779	26,530.55	34.05
Education	25.75	654	29.37	609	32.03	459	16,771.93	36.54
Fiction	15.89	2,470	17.02	2,215	17.82	1,942	35,825.93	18.44
General Works	31.86	1,518	34.22	1,305	36.77	955	35,785.73	37.47
History	24.07	1,906	29.58	1,947	30.71	1,441	45,736.22	31.73
Home Economics	18.41	554	19.23	472	21.06	385	8,255.73	21.44
Juveniles	10.47	3,157	11.29	3,601	11.84	3,422	41,523.28	12.13
Language	30.24	345	33.26	322	35.06	222	7,917.21	35.66
Law	37.28	953	37.40	810	37.78	524	19,977.06	38.12
Literature	24.63	1,515	28.97	1,442	29.58	1,220	37,169.38	30.46
Medicine	37.34	2,405	38.33	2,052	49.79	1,432	56,876.62	39.71
Music	26.30	216	31.92	211	35.54	215	7,609.93	35.39
Philosophy, Psychology	28.48	1,062	31.48	1,081	32.78	981	32,712.94	33.34
Poetry, Drama	22.82	679	24.99	634	27.10	486	13,345.29	27.45
Religion	20.08	1,210	23.09	1,153	26.10	894	23,810.81	26.63
Science	40.96	2,186	43.02	2,066	51.86	1,419	61,676.89	43.46
Sociology, Economics	28.89	5,266	31.65	5,249	34.99	4,112	144,083.23	35.03
Sports, Recreation	21.77	582	23.32	515	24.45	407	11,295.45	27.75
Technology	39.88	1,622	41.68	1,500	53.45	1,130	50,014.87	44.26
Travel	23.74	221	24.45	213	24.87	189	5,014.56	26.53
Total	\$27.15	32,364	\$28.96	31,235	\$31.23	24,848	\$747,245.41	\$30.07

TABLE A

HARDCOVER AVERAGE PER-VOLUME PRICES

CATEGORY	1977	1987 FINAL		1988 FINAL		1989 PRELIMINARY		
	PRICES	VOLS.	PRICES	VOLS.	PRICES	VOLS.	\$ TOTAL	PRICES
Agriculture	\$16.24	423	\$46.24	438	\$49.36	325	\$16,777.33	\$51.62
Art	21.24	1,004	37.71	958	39.96	783	40,855.69	52.17
Biography	15.34	1,542	25.04	1,538	25.99	1,269	34,733.43	27.37
Business	18.00	1,032	33.31	1,120	37.51	811	30,706.40	37.86
Education	12.95	669	31.58	620	33.55	466	17,465.88	37.48
Fiction	10.09	2,499	18.19	2,258	17.63	1,946	36,315.33	18.66
General Works	30.99	1,623	43.81	1,448	50.35	1,069	52,102.44	48.73
History	17.12	1,954	31.74	1,992	33.44	1,478	52,380.22	35.43
Home Economics	11.16	558	20.13	474	21.38	389	8,601.73	22.11
Juveniles	6.65	3,162	11.48	3,603	11.79	3,422	41,523.28	12.13
Language	14.96	361	37.80	339	40.42	254	12,557.56	49.43
Law	25.04	1,097	49.65	957	50.85	644	36,921.51	57.33
Literature	15.78	1,537	28.70	1,465	30.85	1,232	39,046.23	31.69
Medicine	24.00	3,065	57.68	2,914	66.59	2,091	145,750.40	69.70
Music	20.13	224	35.82	217	36.95	228	9,505.58	41.69
Philosophy, Psychology	14.43	1,090	33.32	1,120	34.75	1,012	36,556.54	36.12
Poetry, Drama	13.63	699	28.59	649	28.02	502	15,441.79	30.76
Religion	12.26	1,226	24.51	1,163	26.73	909	25,337.61	27.87
Science	24.88	2,815	62.16	2,904	66.91	2,009	137,330.60	68.35
Sociology, Economics	29.88	5,393	34.38	5,430	37.25	4,270	175,463.71	41.09
Sports, Recreation	12.28	586	23.96	518	27.33	413	12,353.95	29.91
Technology	23.61	1,988	60.24	1,992	65.26	1,596	111,505.49	69.86
Travel	18.44	227	28.07	215	26.22	196	6,259.56	31.93
Total	\$19.22	34,774	\$36.28	34,332	\$39.00	27,314	\$1,095,492.26	\$40.10

TABLE B

MASS MARKET PAPERBACKS AVERAGE PER-VOLUME PRICES

CATEGORY	1987	1988		1989 PRELIMINARY		
	PRICES	VOLS.	PRICES	VOLS.	\$ TOTAL	PRICES
Agriculture	\$ 3.56	3	\$ 4.32	2	\$ 12.90	\$ 6.45
Art	12.38	15	10.35	17	170.15	10.00
Biography	5.10	67	6.20	68	419.75	6.17
Business	6.39	11	7.55	19	158.60	8.35
Education	5.99	15	7.19	20	150.35	7.52
Fiction	3.59	1,956	3.99	2,237	8,443.70	3.78
General Works	5.40	54	6.92	66	470.10	7.12
History	4.90	19	6.56	28	185.35	6.62
Home Economics	6.69	73	6.27	46	312.45	6.79
Juveniles	2.80	297	3.18	336	1,033.00	3.07
Language	4.94	11	6.01	12	73.95	6.16
Law	3.98	4	4.59	2	13.90	6.95
Literature	4.50	31	5.44	31	182.20	5.88
Medicine	6.28	34	6.72	29	239.20	8.25
Music	7.45	1	2.95	1	8.95	8.95
Philosophy, Psychology	4.96	89	6.11	90	467.30	5.19
Poetry, Drama	5.05	46	3.29	8	48.15	6.02
Religion	3.71	17	4.76	9	58.65	6.52
Science	4.55	9	5.46	16	159.80	9.99
Sociology, Economics	5.63	63	5.82	59	372.00	6.31
Sports, Recreation	4.97	126	5.87	114	691.15	6.06
Technology	11.52	26	18.16	16	397.20	24.83
Travel	7.15	17	10.95	12	105.40	8.78
Total	\$4.00	2,984	\$4.55	3,238	\$14,174.20	\$4.38

TABLE C

TRADE PAPERBACKS AVERAGE PER-VOLUME PRICES

CATEGORY	1977	1987		1988		1989 PRELIMINARY		
	PRICES	VOLS.	PRICES	VOLS.	PRICES	VOLS.	\$ TOTAL	PRICES
Agriculture	\$ 5.01	149	\$13.22	194	\$17.14	131	\$ 2,177.72	\$16.62
Art	6.27	641	15.46	602	15.65	489	8,275.12	16.92
Biography	4.91	591	11.32	609	11.12	520	5,911.62	11.36
Business	7.09	421	18.55	470	19.43	451	9,437.85	20.92
Education	5.72	412	14.01	451	15.64	371	7,031.58	18.95
Fiction	4.20	897	8.64	1,338	10.07	873	8,541.55	9.78
General Works	6.18	828	28.44	904	23.85	730	18,885.81	25.87
History	5.81	766	14.55	891	13.88	654	9,928.59	15.18
Home Economics	4.77	450	9.96	493	11.61	363	4,385.27	12.08
Juveniles	2.68	906	5.71	959	6.13	837	5,540.83	6.61
Language	7.79	287	14.31	246	15.50	197	3,460.88	17.56
Law	10.66	364	17.46	348	24.73	238	5,574.93	23.42
Literature	5.18	712	13.19	712	13.33	614	9,079.66	14.78
Medicine	7.63	692	19.34	882	19.74	718	15,755.71	21.94
Music	6.36	117	13.67	104	14.54	98	1,788.68	18.25
Philosophy, Psychology	5.57	564	13.36	688	13.72	612	9,140.38	14.93
Poetry, Drama	4.71	596	10.02	551	10.36	458	5,071.30	11.07
Religion	3.68	1,525	9.26	1,527	9.99	1,188	13,074.47	11.00
Science	8.81	707	23.27	736	23.76	605	16,184.90	26.75
Sociology, Economics	6.03	2,597	16.76	2,545	16.69	2,182	40,468.03	18.54
Sports, Recreation	4.87	430	11.49	437	12.26	357	4,877.09	13.66
Technology	7.97	682	25.55	624	23.93	565	15,564.07	27.54
Travel	5.21	299	10.91	429	11.73	369	5,955.05	16.13
Total	\$5.93	15,633	\$14.86	16,740	\$15.01	13,620	\$226,110.49	\$16.60

TABLE D

THREE CLOTH CATEGORIES—PW ANNOUNCEMENT FALL ADS

NOVELS*	AVG.	MED.	BIOGRAPHY**	AVG.	MED.	HISTORY***	AVG.	MED.
1989—187 vols./20 pubs.	\$15.88	\$18.95	1989—133 vols./61 pubs.	\$22.64	\$19.95	1989—151 vols./71 pubs.	\$28.92	\$22.50
1988—209 vols./39 pubs.	\$18.48	\$18.95	1988—132 vols./55 pubs.	\$25.29	\$22.50	1988—154 vols./68 pubs.	\$27.17	\$24.95
1987—198 vols./42 pubs.	\$17.90	\$16.95	1987—115 vols./64 pubs.	\$25.30	\$19.95	1987—182 vols./66 pubs.	\$27.05	\$24.95
1986—305 vols./53 pubs.	\$17.13	\$16.96	1986—125 vols./53 pubs.	\$22.28	\$19.95	1986—73 vols./24 pubs.	\$28.99	\$24.95
1985—219 vols./49 pubs.	\$16.53	\$16.95	1985—137 vols./60 pubs.	\$22.09	\$19.50	1985—179 vols./70 pubs.	\$24.25	\$25.00
1984—172 vols./42 pubs.	\$16.46	\$15.95	1984—134 vols./60 pubs.	\$21.75	\$18.95	1984—149 vols./79 pubs.	\$24.77	\$22.50
1983—224 vols./42 pubs.	\$15.27	\$14.95	1983—150 vols./62 pubs.	\$20.74	\$18.50	1983—172 vols./51 pubs.	\$21.90	\$20.00

*Not Mystery, Western, SF, Light Romance

**Includes Letters, Diaries, Memoirs

***Not Art Books

Top Selling Children's Books

High units sales for many more titles

Each year, *Publishers Weekly's* end-of-the-year hardcover bestseller lists include one or two titles that have the advantage of dual appeal—a book geared to capture the imagination of adults and children alike. This year, the list could have included at least five entries from the children's side. Indeed, the lead children's title—*The Way Things Work*—is also among the nonfiction adult hardcover bestsellers of 1989. However, recognizing the momentous growth of children's books in the 1980s (title output alone, from 1980–1988, has risen 73.3%) and its increasing sales velocity at all kinds of book retail outlets—independent, specialty, chain and college stores—the time is right for these books to have their own annual bestseller list.

The following is a listing of children's hardcovers, published in 1988 and 1989, that sold over 75,000 copies during 1989. The sales figures of some titles were submitted to *PW* in confidence, for use only in placing them in their correct positions on the lists.

Last year *Publishers Weekly* compiled a list of children's books that sold over 50,000 copies in 1988. While 35 books were included on that list, only 13 of the titles had sales of 75,000 copies or more. In 1989, 29 books reported sales higher than 75,000, a considerable increase. Even more impressive was the number of books that sold over 200,000 copies in 1989—six in all, compared to only one in 1988—*Dear Mili* by Wilhelm Grimm, illustrated by Maurice Sendak (Farrar, Straus & Giroux/di Capua).

The Way Things Work was also the #1 young adult title on eight of *PW's* 12 monthly children's bestseller lists in 1989. And not a single month passed last year without one—and sometimes two—of Martin Hand-



The Book of the Sandman (Abrams)

ford's popular *Waldo* books among the top five on *PW's* monthly children's picture book lists. Two *Waldo* books, as well as *The Eleventh Hour* and *Swan Lake*, were among the children's books that found spots on national hardcover adult lists.

1. *The Way Things Work* by David Macaulay (Houghton Mifflin, 561,452)
2. *The Great Waldo Search* by Martin Handford (Little, Brown, 304,230)
3. *Find Waldo Now* by Martin Handford (Little, Brown, 268,706)
4. *International Children's Bible* (Word, 251,124)
5. *The Eleventh Hour: A Curious Mystery* by Graeme Base (Abrams, 250,000)
6. *Swan Lake* by Mark Helprin, illus. by Chris Van Allsburg (Houghton Mifflin, 242,127)
7. *Macmillan Dictionary for Children* (Macmillan, 195,416)
8. *Carl Goes Shopping* by Alexandra Day (Farrar, Straus & Giroux, 167,481)
9. *The Magic Locket* by Elizabeth Koda-Callan (Workman, 161,583)
10. *The Book of the Sandman* by Rien Poortvliet, text by Wil Huygen (Abrams, 150,000)
11. *Disney Babies A to Z* by Margo

Lundell, illus. by Darrell Baker (Western, 142,794)

12. *Baby Donald's Busy Play Group* by the Walt Disney Company, illus. by Darrell Baker (Western, 124,383)

13. *Glow-in-the-Dark Night Sky Book* by Clint Hachett, illus. by Stephen Marchesi (Random, 122,558)

14. *The Market Square Dog* by James Herriot, illus. by Ruth Brown (St. Martin's, 109,587)

15. *The Silver Slippers* by Elizabeth Koda-Callan (Workman, 103,804)

16. *Baby's Animal Friends* by Phoebe Dunn (Random, 98,173)

17. *The Very Busy Spider* (mini-edition) by Eric Carle (Putnam, 97,738)

18. *The Big Golden Book of Dinosaurs* by Mary Elting, illus. by Christopher Santoro (Western, 95,343)

19. *Sesame Street Hide-and-Seek Safari*, illus. by Tom Cooke (Random, 94,738)

20. *Joyful Noise: Poems for Two Voices* by Paul Fleischman, illus. by Eric Beddows (Harper/Zolotow, 93,872)

21. *Amy the Dancing Bear* by Carly Simon, illus. by Margot Datz (Doubleday, 87,869)

22. *Nothing to Do* by Liza Alexander, illus. by Tom Cooke (Western, 83,917)

23. *Song and Dance Man* by Karen Ackerman, illus. by Stephen Gammell (Knopf, 81,912)

24. *When Is My Birthday?* by Ray Shipherd, illus. by Tom Cooke (Western, 81,807)

25. *Bedtime Hugs for Little Ones* by Debby Boone, illus. by Gabriel Ferrer (Harvest House, 77,213)

26. *Spot's Baby Sister* by Eric Hill (Putnam, 76,820)

27. *That Makes Me Angry!* by Anthony Best, illus. by Tom Cooke (Western, 75,454)

28. *The Mitten* by Jan Brett (Putnam, 75,130)

29. *Budgie the Little Helicopter* by H.R.H. The Duchess of York, illus. by John Richardson (Simon & Schuster)